

Message Text

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64

ACTION EUR-25

INFO OCT-01 ISO-00 EB-11 USIA-15 CIAE-00 INR-10 NSAE-00

RSC-01 DRC-01 /064 W

----- 038556

R 011733Z FEB 74

FM AMEMBASSY ROME

TO USDOC WASHDC

AMCONSUL FLORENCE

AMCONSUL GENOA

AMCONSUL MILAN

AMCONSUL NAPLES

AMCONSUL PALERMO

AMCONSUL TURIN

INFO SECSTATE WASHDC 3056

UNCLAS ROME 1537

E.O. 11652 N/A

TAGS: BEXP, IT

SUBJ: 10TH ANNIVERSARY PRINTING AND GRAPHIC ARTS EXHIBITION
AT MILAN TRADE CENTER.

COMMERCE FOR OIM DIRECTOR KRAUSE; CONSULATES FOR PRINCIPAL
OFFICERS AND COMMERCIAL STAFFS FROM AMBASSADOR

REF: MILAN 115

1. DLR 9 MILLION IN SALES, 11 AGENTS APPOINTED, ANOTHER 29 AND A
JOINT VENTURE UNDER NEGOTIATION. I READ THESE FIGURES WITH
PERHAPS A SHARPER APPRECIATION THAN USUAL BECAUSE I WAS THERE.
THE MILAN TRADE CENTER HAS BEEN WELL LAUNCHED INTO ITS SECOND
DECADE. I UNDERSTAND THAT THIS IS ONE OF THE MOST SUCCESSFUL
EVENTS IN THE TRADE CENTER'S HISTORY. EVERYONE INVOLVED--FROM
PLANNING/RECRUITING THROUGH LOCAL PROMOTION EFFORTS--IS TO BE
CONGRATULATED ON THEIR CONTRIBUTION TO THIS SHOWING. GOOD WORK.

2. FOR MILAN - THE SALES RESULTS SPEAK FOR THEMSELVES, BUT I
WOULD LIKE TO EXPRESS PARTICULAR PRAISE TO THE CONSULATE GENERAL
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AND ESPECIALLY TO THE MTC STAFF FOR A 10TH ANNIVERSARY CELEBRATION

DONE WITH VERVE AND THOROUGHNESS. THE CREATIVITY AND CAREFUL STAFF WORK WHICH LAY BEHIND YOUR SMOOTH ORGANIZATION DID NOT ESCAPE ME.

3. FOR KRAUSE - ACCEPT MY COMPLIMENTS FOR THE EFFECTIVE WASHINGTON SUPPORT BY OIM'S SOUTHERN EUROPE DIVISION WHICH CONTRIBUTED SO GREATLY TO THE PRINTING AND GRAPHIC ARTS EXHIBITION. I CAN APPRECIATE THE EFFORT WHICH WAS REQUIRED TO ASSEMBLE 40 US COMPANIES WITH THE RIGHT PRODUCT SIX MONTHS IN ADVANCE, THEREBY ENABLING THE MISSION IN ITALY TO DO JUSTICE TO THE MILAN TRADE CENTER'S 10TH ANNIVERSARY.VOLPE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 01 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974ROME01537
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: ROME
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740262/aaaacfsr.tel
Line Count: 72
Locator: TEXT ON-LINE
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: MILAN 115
Review Action: RELEASED, APPROVED
Review Authority: kelleyw0
Review Comment: n/a
Review Content Flags:
Review Date: 27 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 FEB 2002 by bryansd0>; APPROVED <25-Nov-2002 by kelleyw0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: 10TH ANNIVERSARY PRINTING AND GRAPHIC ARTS EXHIBITION AT MILAN TRADE CENTER.
TAGS: BEXP, IT
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005